

Note for Nicholes, Nichelle

From: Galeotti, Kay
Date: Thu, Mar 3, 1994 1:01 PM
Subject: BASIC MAY OOH
To: White, Brenda; Wilson, Chris
Cc: DAlessandro, Giuseppe; Laska, Diane; Maggio, Jim; Nicholes, Nichelle; Sinha, Arun

CHRIS/BRENDA,

I HAD ANOTHER DISCUSSION WITH ARUN THIS MORNING REGARDING BASIC'S MAY OOH. THIS IS WHAT WE WOULD LIKE:

TIER 1 AND TIER 2 MARKETS - #75 SHOWING BULLETINS/30-SHEET THE PRIMARY EMPHASIS SHOULD BE ON QUALITY, HIGH TRAFFIC BULLETINS TO SUPPLEMENT 30-SHEET COVERAGE. THESE ARE KEY MARKETS AND WE NEED A STRONGER PRESENCE THAN WE HAD IN FEBRUARY. WE ALREADY PLANNED TO ADD A #25 SHOWING. LET'S BE SURE THAT WE GET GREAT LOCATIONS.

POTENTIAL ADDS TO TIER 2 MARKET LIST: 4M0 PEORIA, 2H0 KNOXVILLE, 5C0 SEATTLE, 2N0 PENSACOLA, 5B0 SPOKANE, 2G0 GREENVILLE, 2I0 NASHVILLE. PLEASE COST OUT INCREASING THE SHOWING SIZE FROM A #50 TO A #75, SAME EMPHASIS AS TIER 1 & TIER 2 MARKETS.

CORPORATE MARKETS - WE CURRENTLY HAVE A #50 SHOWING IN CORPORATE MARKETS, BUT 4 OF THESE MARKETS SHOULD PROBABLY BE BEEFED UP -- ATLANTA AND DALLAS/FT. WORTH WHICH ARE STRONG BASIC MARKETS AND SAN DIEGO AND LOS ANGELES WHICH ARE STRONG COMPETITIVE MARKETS (GPC AND DORAL). I BELIEVE YOU ARE ALREADY TAKING SOME ACTION IN ATLANTA AND DALLAS. PLEASE CONFIRM THAT. IN ADDITION, GIVE US A RECOMMENDATION (AND COSTS) FOR INCREASING OUR COVERAGE IN THE LOS ANGELES AND SAN DIEGO MARKETS.

REMAINING MARKETS - WE CURRENTLY HAVE A #50 SHOWING IN 30-SHEET IN THESE MARKETS. FOR THE MOST PART, THESE ARE NOT GOOD MARKETS FOR BASIC; HOWEVER, WE SHOULD TAKE ANOTHER LOOK AT DENVER, ST. LOUIS, MINNEAPOLIS, INDIANAPOLIS, PITTSBURGH, SACRAMENTO AND PORTLAND TO SEE IF WE CAN IMPROVE OUR COVERAGE THERE.

TRANSIT - WE SHOULD RETAIN THE TRANSIT WHICH IS PART OF THE CORPORATE POOL. THE REST OF THE MONEY CURRENTLY EARMARKED FOR TRANSIT SHOULD BE USED TO HELP EXECUTE THE ABOVE BUYS. IF THERE IS MONEY LEFT OVER WE COULD CONSIDER TRANSIT, ESPECIALLY IN THE FOUR CORPORATE MARKETS I'VE INDICATED ABOVE. ARUN IS NOT ABSOLUTELY OPPOSED TO THE USE OF TRANSIT, BUT IT SHOULD BE CONSIDERED "GRAVY" AND NOT A PRIMARY VEHICLE. HAVING SAID THAT, IF THERE ARE MARKETS WHERE WE CAN'T OBTAIN A #75 OR #50 SHOWING USING BULLETINS OR 30-SHEETS, WE SHOULD USE TRANSIT, BUT ARUN WOULD PREFER TO USE IT TO REPLACE 30-SHEET AND NOT BULLETINS.

HOPEFULLY JIM WILL BE IN TOMORROW AND WE CAN ALL SPEAK ON THE

2060183655

PHONE TO LAY OUT A COURSE OF ACTION.

THANKS,

KAY

2060183656